

TNM1 – TASK 1: PROJECT PROPOSAL WITH STRATEGIES

USER INTERFACE DESIGN – C773

PRFA – TNM1

TASK OVERVIEW

SUBMISSIONS

EVALUATION REPORT

EVALUATION REPORT – ATTEMPT 2 – REVISION NEEDED

Overall Evaluator Comments

EVALUATOR COMMENTS

The submission adequately explains how the current site content fails to meet the stakeholder and audience needs. An appropriate discussion of the type of content that will be included on the bird owner page is not given. An appropriate discussion that explains how the content that will be removed or redeveloped fails to meet both the audience and stakeholder needs is not given.

A1. Unmet Content Needs of Audience and Stakeholders

Competent The submission logically describes how the current website content fails to meet audience and stakeholder needs.

There are no comments for this aspect.

A2. Unmet Functionality Needs of Audience and Stakeholders

Competent The submission logically describes how the current website functionality fails to meet audience and stakeholder needs.

EVALUATOR COMMENTS: ATTEMPT 2

The submission includes an appropriate discussion of the unmet audience and stakeholder content needs.

A3. Unmet Navigation System Needs of Audience and Stakeholders

Competent The submission logically describes how the current navigation system fails to meet audience and stakeholder needs.

EVALUATOR COMMENTS: ATTEMPT 2

The submission includes an appropriate list of the unmet audience and stakeholder navigation system needs.

B1. Functionality and Micro Interactions

Competent The submission logically explains the necessary website functionality and micro interactions needed to meet *both* audience and stakeholder needs.

There are no comments for this aspect.

B2. Content for New Page

Approaching Competence The submission describes the type of content that will be used for 1 new page, but the content is not logically based on 1 of the new user personas, or the description does not include how the elements of the content align directly to the chosen user persona.

EVALUATOR COMMENTS: ATTEMPT 2

The submission notes that useful information will be provided on the bird page. An appropriate discussion of the type of content that will be added based on the bird owner persona and a description of how the chose content aligns directly with the chose persona is not given.

B3. Explanation of content removal or redevelopment

Approaching Competence The submission does not accurately identify existing content from the website that will be removed or redeveloped or does not logically explain how that content fails to meet audience and stakeholder needs.

EVALUATOR COMMENTS: ATTEMPT 2

A discussion of changes to the site color scheme, home and FAQ pages is given. An appropriate discussion that explains how the content fails to meet both the audience and stakeholder needs is not given.

B4. Visual Sitemap

Competent The submission includes a visual sitemap that logically determines the structure and the hierarchy of the site content, accurately aligns with the UI specifications, and accurately includes *each* of the given points.

There are no comments for this aspect.

B5. Explanation of Audience and Stakeholder Needs

Competent The submission logically explains how the information architecture meets audience and stakeholder needs.

There are no comments for this aspect.

B6. Navigation

Competent The submission logically explains the primary and secondary navigational elements required to support the information architecture.

EVALUATOR COMMENTS: ATTEMPT 2

A reasonable explanation of the primary and secondary navigational needs required to support the architecture is given.

B6a. Audience and Stakeholder Navigation needs

Competent The submission logically explains how the primary and secondary navigational elements from part B6 *each* align with audience and stakeholder needs.

EVALUATOR COMMENTS: ATTEMPT 2

A reasonable explanation of how the primary and secondary navigational meet the audience and stakeholder needs is given.

C. Wireframe

Competent The submission includes a mid-fidelity wireframe that logically determines the layout for the homepage, is sized for a desktop website, and accurately includes *each* of the given points.

There are no comments for this aspect.

D. Maintenance Plan

Competent The submission includes a detailed maintenance plan for the responsive website that accurately aligns with the “Paradigm Pet Professional UI Design Specifications” and accurately includes one maintenance task for *each* of the given points.

There are no comments for this aspect.

E. Professional Communication

Not Evident Content is unstructured, is disjointed, or contains pervasive errors in mechanics, usage, or grammar. Vocabulary or tone is unprofessional or distracts from the topic.

EVALUATOR COMMENTS: ATTEMPT 2

This aspect will be assessed upon revision of the submission.
